

GENERAL SERVICES DEPARTMENT

Impact Analysis Report

OVERVIEW

The General Services Department is responsible for the collection of various fees for events at City Hall. Event spaces include the Rotunda, the Plaza, the Council Chambers, and the Committee Meeting Rooms. The fee structure for events at City Hall was established to partially offset the costs of operating and maintaining spaces for public use while ensuring that the use of the facility is accessible and affordable for the community.

Use of reservable spaces at City Hall has been heavy over the 2006 calendar year. There were nearly 2,000 meetings and events held for a total approaching 10,000 booked hours.

The Rotunda has benefited from increased outreach efforts over the last 12 months with growing interest especially from the wedding market. Beginning the process of activating the Rotunda during the daytime hours has seen the space dedicated to free use by the general public, facilitated by the addition of colorful tables and chairs. Over the next 12 months, General Services will be working towards increasing daytime activities in this space through utilization of special funds to offset the costs to performing arts groups, including programs from San José State University.

The Committee Meeting Rooms continue to experience nearly full-time use during the week. Meeting requests keep the space at capacity and meeting cancellations are often met with nearly immediate replacements. Weekend use, however, tends to be very light.

The Council Chambers receives moderate use, serving the purpose for larger public meetings, especially when the meeting requires the use of audio visual equipment. Occasional events are held in the space as well.

The last year has seen an increase in the use of the Plaza, especially for demonstrations and large events during the summer months. Successful events that have taken place on the plaza include Zero One and the driver reception for the San José Grand Prix.

The fee structure for these spaces is intended to recover the cost for events where the client is charged, to the extent possible. In 2006, General Services introduced a revised fee structure that provided increased free use for the Mayor and Council and refined the free use for City Departments. Although there was an increase in the free use of space, there was no impact to the revenue due to an increase in the number of fee-related events held at City Hall.

GENERAL SERVICES DEPARTMENT (CONT'D.)

SUMMARY OF PROPOSED FEE REVISIONS

There are no fee adjustments proposed to the current fee structure in place at this time.

DISCUSSION OF SIGNIFICANT IMPACTS

General Services currently operates at a 34.6% cost-recovery rate on the reservable spaces. Current usage patterns do not demonstrate a deviation from this rate. Ongoing discussions on the use of the Rotunda space in particular, may lead to future changes in this rate. Current

discussions revolve around methods towards creating a space that is more active on a daily basis.

NOTIFICATION

General public notice of the proposed fee schedule is provided through published Council hearing dates and a minimum of ten days public review of the 2007-2008 Proposed Fees and Charges Report.

DEPARTMENTAL FEES AND CHARGES

GENERAL SERVICES

Service	2006-2007 Adopted Fee	2006-2007 % Cost Recovery	2007-2008 Proposed Fee	2007-2008 Estimated Cost	2007-2008 Estimated Revenue		2007-2008 % Cost Recovery	
					Current Fee	Proposed Fee	Current Fee	Proposed Fee
USE OF CITY HALL FEES - CATEGORY II								
1. Cleaning/Damage Deposits								
1 Committee Room	\$100		No Change					
2 Council Chambers	\$250		No Change					
3 Limited Outdoor Event	\$250		No Change					
4 Outdoor Event	\$1,000		No Change					
5 Rotunda	\$500		No Change					
6 Rotunda Mezzanine	\$100		No Change					
2. Indoor Meetings/Events (Non-Profit & Government)								
1 % of Gross Admission Receipts	5%		No Change					
2 Catering Pantry	\$25 per hour		No Change					
3 Committee Room (Monday-Friday)	No Charge		No Change					
4 Committee Room (Weekends)	\$75 per hour		No Change					
5 Council Chambers	\$90 per hour		No Change					
6 Rotunda (per event)	\$800		No Change					
7 Rotunda (per hour)	\$150		No Change					
8 Rotunda Mezzanine (per event)	\$325		No Change					
9 Rotunda Mezzanine (per hour)	\$65		No Change					
3. Indoor Meetings/Events (Other								

DEPARTMENTAL FEES AND CHARGES

GENERAL SERVICES

Service	2006-2007 Adopted Fee	2006-2007 % Cost Recovery	2007-2008 Proposed Fee	2007-2008 Estimated Cost	2007-2008 Estimated Revenue		2007-2008 % Cost Recovery	
					Current Fee	Proposed Fee	Current Fee	Proposed Fee

USE OF CITY HALL FEES - CATEGORY II

3. Indoor Meetings/Events (Other Users)

1 % of Gross Admission Receipts	10%	No Change
2 Catering Pantry	\$50 per hour	No Change
3 Committee Room (Monday-Friday)	No Charge	No Change
4 Committee Room (Weekends)	\$150 per hour	No Change
5 Council Chambers	\$180 per hour	No Change
6 Rotunda (per event)	\$1,500	No Change
7 Rotunda (per hour)	\$300	No Change
8 Rotunda Mezzanine (per event)	\$650	No Change
9 Rotunda Mezzanine (per hour)	\$130	No Change

4. Other Fees and Charges

1 Chairs (includes set-up)	\$3 per chair	No Change
2 Clean-up or Damage Charge	Amount of actual cost	No Change
3 Committee Meeting Room Reconfiguration	\$80 per set-up	No Change
4 Lectern	\$45 per lectern	No Change
5 Public Address System	\$250 per use	No Change

DEPARTMENTAL FEES AND CHARGES

GENERAL SERVICES

Service	2006-2007 Adopted Fee	2006-2007 % Cost Recovery	2007-2008 Proposed Fee	2007-2008 Estimated Cost	2007-2008 Estimated Revenue		2007-2008 % Cost Recovery	
					Current Fee	Proposed Fee	Current Fee	Proposed Fee
USE OF CITY HALL FEES - CATEGORY II								
4. Other Fees and Charges								
6 Stage (4' x 8' sections/ up to 24' x 32')	\$16 per section		No Change					
7 Tables 30" x 72" (includes set-up)	\$8 per table		No Change					
8 Tables 60" Round (includes set-up)	\$9 per table		No Change					
5. Outdoor Meetings/Events								
1 % of Gross Admission Receipts (Non-Profit)	5%		No Change					
2 %of Gross Admission Receipts (Other Users)	10%		No Change					
3 Assembly Reservation	\$20 per reservation		No Change					
4 Expressive Display Area Reservation	No Charge		No Change					
5 Outdoor Limited Event	\$125 per day		No Change					
6 Outdoor Major Event - Bamboo Courtyard	\$500 per day		No Change					
7 Outdoor Major Event - Multiple Day	\$250 per each additional day		No Change					
8 Outdoor Major Event - Plaza	\$500 per day		No Change					
SUB-TOTAL USE OF CITY HALL FEES - CATEGORY II		19.5%		537,783	186,235	186,235	34.6%	34.6%

DEPARTMENTAL FEES AND CHARGES

GENERAL SERVICES

Service	2006-2007 Adopted Fee	2006-2007 % Cost Recovery	2007-2008 Proposed Fee	2007-2008 Estimated Cost	2007-2008 Estimated Revenue		2007-2008 % Cost Recovery	
					Current Fee	Proposed Fee	Current Fee	Proposed Fee
TOTAL DEPARTMENT - GENERAL FUND				537,783	186,235	186,235	34.6%	34.6%
TOTAL DEPARTMENT - Category II				537,783	186,235	186,235	34.6%	34.6%
TOTAL DEPARTMENT				537,783	186,235	186,235	34.6%	34.6%